LEO BURNETT COMPANY, Inc.
Ad No. 326 (Carved Holder)—Reg. No. 76828—1 Page—4/C bleed—10⅛" x 13⅜" in.—Life, 1971 (C)
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# How to make a cigarette holder.

**1.** Take one block of fine wood, and shape. Then drill ¼" hole. Shape mouthpiece.

**2.** Carve filigree. Maybe add filter to inside.—Working time: 62 hours.

## or:

Just buy a pack of Parliaments. The tip of every Parliament works like a cigarette holder. Because the filter is recessed, inside the holder. Away from your lips. So you taste only the good, clean flavor. The Parliament cigarette holder. What could be simpler?

**It works like a cigarette holder works.**

PARLIAMENT
Parliament
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health

Kings: 16 mg "tar," 1.0 mg nicotine—
100's: 19 mg "tar," 1.3 mg nicotine av. per cigarette, FTC Report Aug. 71

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Source: https://www.industrydocuments.ucsf.edu/docs/hxln0003

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